زواج القاصر من خلال كتيبات منظمة اليونيسف : تحليل نقدي متعدد الوسائط

Child Marriage Through UNICEF Brochures: A Multimodal Critical Discourse Analysis

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المستخلص :

يعتبر زواج القاصر من اهم القضايا المؤثرة بشكل سلبي على المجتمعات لارتباطها المباشر بحرمان الأطفال من حقوقهم والتهديد المباشر والمستمر لمستقبلهم. تهدف الدراسة الحالية (التحليل النقدي المتعدد الوسائط لكتيبات زواج القاصر) الى معرفة وتحديد الوسائل اللغوية المتناولة والمقدمة فيها , والبحث في العلاقات بين النصوص المطروحة كأمثلة ، والإشارة بوضوح إلى الإيديولوجيات المذكورة في كتيبات اليونيسف المختارة حول زواج القاصر .

تعتمد هذه الدراسة على نموذج انتقائي يشمل منهج فيركلوف (١٩٩٢,١٩٩٥,٢٠٠١)، النهج الثلاثي الأبعاد، وهاليدي(١٩٨٥,١٩٩٤,٢٠٠٤) منهج اللغويات الوظيفية المتناسقة لتحليل الجوانب اللفظية ، بالإضافة إلى كريس وفان ليون(١٩٩٦,٢٠٠٦) قراءة الصور (الامثلة) لتحليل الجوانب غير اللفظية. استنتجت الدراسة إلى وجود فرق كبير في تطبيق نظريات مختلفة لإنهاء زواج الأطفال وذلك بسبب الإيديولوجيات المختلفة التي تتبعها العديد من الثقافات.

Abstract:

Child Marriage is the most important critical issue which has lots of negative consequences on societies since it is associated with children's depression of their rights and the direct threatening of their future. The current paper tackles the analysis of one of UNICEF brochures on child marriage through a multimodal critical discourse analysis (MCDA). This paper aims to identify the linguistic devices presented in brochure selected and further, it hypothesizes that MCDA approach reveals a correlation between the texts and the images used in the brochure. An eclectic model is adopted including Fairclaugh's (1992, 1995, 2001) Three–Dimensional Approach, and (Halliday M. A., 1985), (Halliday M. , 1994 and 2004), Systematic Functional Linguistics Approach (SFL) for the analysis of the verbal aspects ; in addition to Kress & Van Leeuwen's (1996,2006) approach is used for Reading Images for the analysis of the non-verbal aspects. The study concluded that there is a great difference in implementing various theories as to end child marriage and this is due to various ideologies followed through many cultures.

Key words: Brochures, Child Marriage, SFL, MCDA, UNICEF.

1. Introduction

Using different modes (actions, materials and art craft) in the construction of semiotic resources, organization of different principles and formation of cultural references formulate the scope of multimodal research. Basically,)Jewitt, 2009, p. 23(indicates that multimodality contributes to the semiotic resources such as visual communication, colors, gestures, gaze, voice and music. Accordingly, Multimodal studies are set out to clarify the relation between the semiotic resources and discourses of different contexts and media. A Brochure is one of those discourses that are related to promotional genre and hence requires presenting images and words in a meaningful way in order to perform its function in advertising, rising awareness and providing advocacy.

UNICEF reports are presented in the form of brochures including texts, images and statistics for the purpose of advocacy and awareness. Some studies examined and investigated brochures in different fields such as health care, advertising and tourism , yet, UNICEF brochures have not been tackled before in a study and it is (Carter, 2011) the task of the current study to tackle UNICEF brochures and specifically those concerned with "child marriage". Hence, no individual or a group of individuals can dispossess another human being from his/her rights.

 provides a definition of human rights as is (Bunch, C.,and S.Frost, 2000, p. 3) described by the Universal Declaration of Human Rights to be "universal, inalienable, and indivisible". The universality means that human rights apply to every single person by virtue of their humanity; and equally to everyone. The perception of human rights as undeniable means which is difficult for anyone to abandon her human rights, though, in case if she desired to, as each individual is conferred to those rights through the quality of being a human. Hence, no individual or a group of individuals can dispossess another human being from his/her rights.

Additionally, the human right's idea indicates that each individual human being is allowed to adore his/her human rights devoid of any distinction of status, birth, property, religion, language, sex, color, or race. Simply, human rights are those simple standards devoid of which individuals cannot live with dignity. All such are natural rights that cannot be rejected, however, at the similar time interval cannot be assured by the Law of Statutory. Therefore, this is obligatory for the state to protect & promote the human rights .(Rahaman, 2008, p. 120)

The rights of children comprise of their right to the both parent's association, human identity and their basic necessities of health care, universal state paid education,

food, physical protection as well as the criminal laws suitable of the development and age of the child.

Moreover, the rights also involve equivalent protection of child's civil rights & independence from the discrimination on the base of the ethnicity, color, religion, national origin, gender identity, sexual orientation, gender, race and other characteristics .The educational guides of United Nations for (Bandman, 1999, p. 61)of the child children categorize the rights drawn in the convention on the child's rights as '3Ps': . These might be (Young-Bruehl, 2012, p. 49)Provision, Protection & Participation explained as follows:

1. Provision: Children have the right to an adequate living standard, services, education and health care as well as to recreate and play. These contain an access to school, a warm sleeping bed and a balanced diet.

2.Protection: The protection against the discrimination, exploitation, neglect and abuse is the right of children. This also involves their rights to safe places to play; productive rearing behavior of child and the knowledge of the children evolving capabilities.

3. Participation: It is the children's rights to participate in communities and have services and programs for themselves which involve the children's participation in youth voice activities, community programs and libraries with children's involvement as the decision makers.

2. UNICEF Brochures

A brochure is an informatory leaflet or pamphlet which advertises an organization, service, product, event or business (Pennisi, L., Y. Gunawan, L.A. Major, and A. However, brochures are a broad way to gather all the related (Winder, 2011, p. 1). information in a basic yet appealing design which fascinates the prospective clients by presenting simple material. Additionally, a reliable brochure grasps the readers' attention and offer all the required info as well as stimulating the reader to take some action. Thus, an effortless and inexpensive way to connect with the particular audience is brochure. The production of an effective brochure provides the audience with a noticeable document which transfers the substantial information in a well-designed, colorful & informative way (Pennisi, L., Y. Gunawan, L.A. Major, and A. Winder, 2011, p. 8).

Outlining is a procedure functioning in a predefined environment, for instance a brochure. Though, this assists to explain the addition or elimination of an element in or from a semiotic space, the effect creating technique and description does not sufficiently take into account the preliminary construction of the semiotic space in question. The recommendation that design includes selecting the modes and social reality's part which is characterized (outlined), is fascinating from the brochures' point of view, seeking to portray their issue in positive manner. These procedures are certainly directed by operating discourses in the background (Van Leeuwen T. , 1996, p. 183).

Brochures are considered an ultimate element for determining language as well as visual image presented to potential persons, only for the reason that brochures increase the understanding and insight concerning the destinations and products. Thus, the relation amongst the image & text might embody and depict the destinations on brochure (Midalia, 1999, p. 131).

The most essential part of brochure is headline. This is destined to provoke the interest of a reader and to keep him reading the whole of the brochure. It is a fact that the 1st thing which an individual reads is the headline of a brochure, which offers a framework for the process of reading and directs the reader in a specific direction. Hence, subsequent to the headline reading, reader gets an anticipation of what the following believe (Yule, G., 1983, pp. 1-5 & ,.Brown, G). (Fries, 1987, p. 48)lines might be about that there are numerous potential headlines for a single text. Therefore, the headline of a text piece should not be associated with the topic but noticed as single potential representation of it.

3. Critical Discourse Analysis (CDA)

declare that the social problems are (Henriksen , L., 2002, p. 89 & .O' Donnell, D) decreed discursively through the media discourses & the discourse' discursiveness is derived from the reporter's ideological point of view. Therefore, language of media is of huge concern for CDA and consequently, media discourse' CDA is intensively needed.

contrarily highlights the significant news in daily life (Fairclough N. , 1989, p. 37) by affirming that "the constant doses of news which most people receive each day are a significant factor in social control" which means that the media has a capability to change the world while deciding as well that who can attain the control power and who cannot.

describes that anything written or said about the world is (Fowler, 1991, p. 10) expressed from a specific ideological situation: hence, language is not a clean window rather a structuring and refracting medium. If possibly we understand this as productive and positive principle, we could demonstrate by investigating that how it works in texts. Further, all such things forms the language of media a significant area for the vein of CDA. The media language's CDA exposes the concealed ideologies transferred in media discourse as well as the power behind such ideologies. Henceforward, it performs an essential function in approving the effect of media on the society and people.

 indicate (Fowler, 1991, pp. 11-12)Thus, Richardson' words approve the idea of that the news could neither be "unbiased" nor neutral as the entire news are mediated. asserts that "all news are always reported from some particular (Fowler, 1991, p. 10) puts it "to an (Fairclough N. , 1992, p. 52)angle", i.e., from an ideological angle, as ideal reader/listener".

4.   Discourse and Social Practice Approach (Norman Fairclaugh)

 recommends that the language as a society's part. (Fairclough N. , 1989, p. 18) Besides, he as well maintains that the society and language are not relevant externally to one another, somewhat, they are associated internally. The simple expressions indicate that the linguistic phenomena imitate the phenomenon of social & as well other way , language is "a social (Fairclough N. , 1989, p. 19)round. Conferring to the progression".

He also creates difference amongst discourse and text, in which he maintains that text is a product form, whereas, the discourse is a practice or social interaction process designates the (Fairclough N. , 1989, p. 20)which is the part of it. Additionally,

language is a socially conditioned procedure which denotes to the text production and text interpreting process which itself is relevant to the society's practices. He further discusses that discourse & text's critical study can assist the revealing the unnoticed agenda that might be concealed from people. For instance when a journalist writes an article with this respective study, he/she does it in a socially determined point of way while transmitting the specific insinuations and pouring a precise impact on the society . As a result, media is sometimes the way of expression & (Fairclough N. , 1989, p. 23) power reproduction of bloc and dominant class". This is mostly carried out indirectly by (Fairclough N. , 1989, p. 51)including the hidden relation power.

Hence, a Critical investigation is essential on the discourse and text just to elaborate the relation amongst the identity, ideology and language. Therefore, the Systemic functional linguistics elucidates the usage of language in a way of interactions of form & function. According to the hypothesis of the SFL theorists, each communication could be acknowledged at three levels: interpersonally, textually and positioned in a huge societal context (Rodgers, R., Malancharavil-Berkes,M., Mosley, M., Hui,D.,& O' Garro J. G.;, 2005, p. 370 & Rodgers, R., Malancharavil-). Furthermore, consider that the Berkes,M., Mosley, M., Hui,D.,& O' Garro J. G.;, 2005, p. 378 &) analytical framework of Fairclough consists of three levels of analysis such as sociocultural practice, discursive practice and text practice. Hence, to comprehend the model of Fairclaugh in a better way, you can focus more on the figure in your notes.
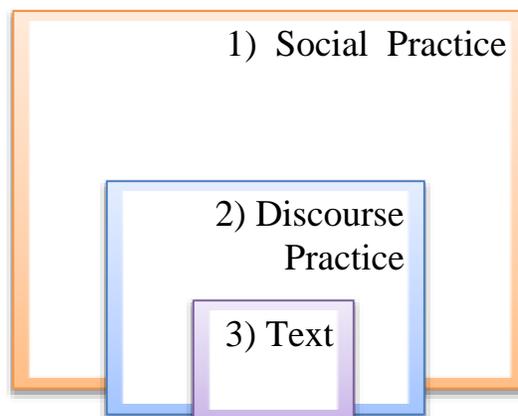
1) Social Practice

2) Discourse Practice

3) Text

Figure (2) : Fairclough,s Model of Analysis

Put simply, that each of these broad measures has three proportions:

1-   This is a written or spoken text.

2-   This is an example of discourse exercise including the construction and understanding of texts.

3-   This is the social practice's part.

The figure underneath elucidates the variances in the shape/nature of these practices: (Fairclough N. , 1992, pp. 78-79).

Discursive Practice

Production	Distribution	Consumption
Collective — Individual	Simple — Complex	Collective — Individual

| Produced through complex routines

e.g. by a team through different stages as in newspaper articles | The text is produced by only one person | e.g. casual conversation which belongs only to the immediate-ate situation | e.g. texts produced by political leaders are distributed across a range of institutiona l domains | e.g. news articles are reread or preserved | e.g. love letters are transitory or thrown away . |
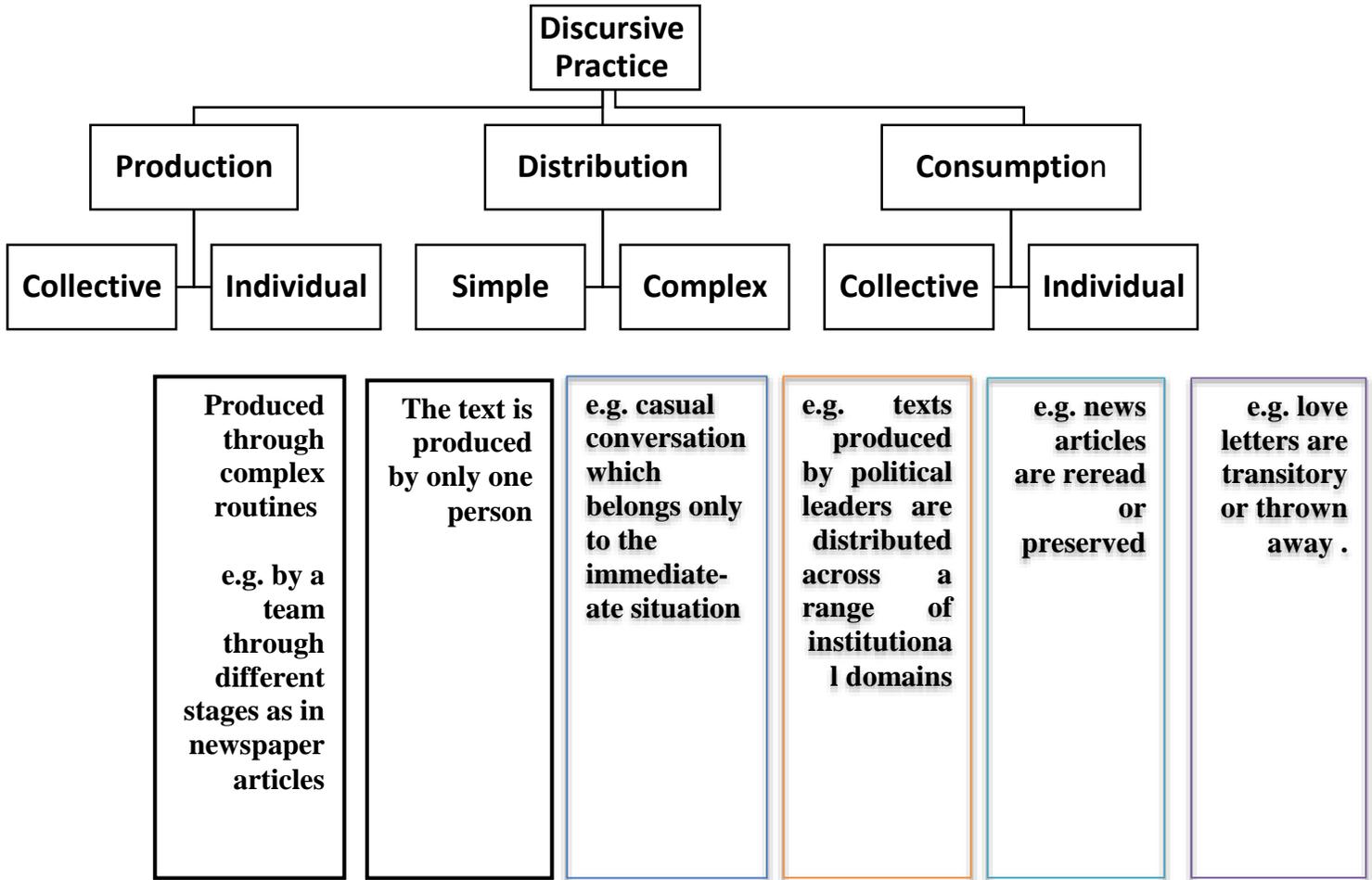
Figure (3) : Discursive Practices

5.   Multimodal Critical Discourse Analysis (MCDA)

MCDA is the guideline of criticality that is center to CDA. Through connecting the key standards of CDA and social semiotics hypothesis, investigators presently have an important hypothetical and methodological device to help see how language and different sorts of semiotic substances are utilized to develop, pass on, and challenge social power.

As indicated by Machin and Mayr the activity of MCDA is to distinguish and uncover the decisions made by creators while picking writings and pictures "through a cautious procedure of portrayal guided by the apparatuses gave" (Machine, D. & .Mayr, A. , 2012, p. 9) . They are keen on demonstrating how pictures, outlines, photos, and designs make importance, as a way to all the more likely comprehend what message a creator is attempting to get over. They state, "we need to put these implications beside those we have found in the going with content". They need to reveal "thoughts, non-appearances, and underestimated suspicions" in both the pictures and messages so as to uncover the sorts of intensity intrigues covered in them.

Besides, they call attention to that that CDA and MCDA share the view that different methods of correspondence are a methods for social development, that visual correspondence, just as language, "shapes and is formed by society". In this manner, MCDA isn't keen on the visual semiotic decisions in themselves, yet by the way they

Mayr, A. , & .Machine, D)assume a job in the correspondence of intensity relations
. (2012, p. 11

This study adopts an eclectic modal together with data which is made of verbal and Non-Verbal features. The data complies of different modes containing images, texts, body language (Facial expressions, Postures, Gestures and Colors). Accordingly, this present study will be carried out by MCDA as multimodality is suitable for using various collection of modes or elements to get the attention of readers to these notions and concepts. Moreover, the usage of tools in MCDA discover the method in which individuals element in images, for example, settings and objects have the ability to indicate the discourses in techniques which may not be apparent at an preliminary observing" (Ibid.).

explains the reasons behind the need for such a tool of (Machin, 2016, p. 323) analysis. His main argument is the increasing research in visual communication," it (visual communication) as well signifies a growing attentiveness of the approaches' fragmentation to the visual, as there is a requirement to share the understanding of visual communication in order to involve in the cross-disciplinary dialogue. Such shared knowledge leads scholars to hold linguistic perspectives, social semiotic perspectives, and others like the sociological ones together, of course with ideological purposes".

Therefore, the analysis will be carried out through an eclectic model including Fairclough's (1992, 1995,2001) three – Dimensional Approach theoretical framework for the text analysis and for Non-Verbal Analysis. The Verbal analysis consists of three procedures in which the first part deals with text analysis entitled by " description" , the second part deals with an interaction analysis or (discursive practice) called "interpretation" and the last part deals with social practice analysis which is known by "explanation".

In addition, Halliday's (1985,1994,2004) SFL Approach views language as multifunctional which has three functions that can be seen through the verbal analysis which is adopted by the first function entitled "Ideational Meta-Functions" that contributes to attitude and can be observed through human experience (system of knowledge and beliefs)and how one can make sense of "reality", the second function is entitled " Interpersonal Meta-Function " which looks at whether the writer or speaker has a neutral attitude and can be noticed through the use of positive or negative language and the last function is known "Textual Meta-Functions "which looks at a text's cohesion, how it hangs together, as well as any abstract language it uses.

focuses on Social (Kress, G. and T. Van Leeuwen, 1996 and 2006)Furthermore, Semiotic Multimodality, so Non-Verbal analysis will be carried out through Facial Expressions, Postures, Gestures and Color. On the other hand, modes such as facial expressions, postures and gestures are not only used in this study. It comprises other semiotic resources of visual communication through colors, movements, and gazes.

6.   Methodology and Analysis

6.1   Research Approach

The data selected from UNICEF a brochure named **" Join Us in Ending Child Marriage",** is analyzed through the mixed method approach in which both a qualitative as well as a quantitative analysis to provide a better understanding of the research problem under investigation in which words, meaning and pictures will be analyzed extensively. For Shoemaker and Rees (1996) such content analysis is preferred in Frey, Siegfried, and Jeremy)association with the mixed methods approach. Moreover,

believe that it " an unobtrusive technique since researchers study (Pool, 1976, p. 3
"discourses that already exists rather than asking people to produce discourses.

6.2 Data Collection

The sample of this study is extracted from UNICEF brochure **" Join Us in Ending Child Marriage",** precisely child marriage brochure that is based on the issue of child marriage. The process of collecting and selecting the relevant and suitable brochure for this study is quite challenging.

Accordingly, a lot of efforts are being given to raise the age of marriage and address discrimination by raising awareness and social debate at the local and national levels and assisting Governments in strengthening national legislation, policies and services.

6.3 Data Analysis

The analysis of the data selected is carried out through an eclectic model including Fairclough's (1992, 1995, 2001) three – Dimensional mode. In addition, Halliday, s (1985,1994,2004) SFL Approach which views language as multifunctional which has three functions that can be seen through the verbal analysis. These methods are elucidated in the table below:

Process type	Category meaning	Participant

1. Material processes
a.   Actional : physical activities by human being . It is in turn subdivided into:
(i)   Intentional actions i.e., intended e.g. I sent a message .
(ii) supervening actions i.e., not intended
    e.g. The baby trembled.
b.   Event processes
(i)   inanimate e.g. The sun rises .
(ii)   an anatomical element of a character
    is the agent if animate
	Verbs of doing , happening , and creating .	Actor and Goal

1. Relational processes a. Attributive b. Identificative	Being(…is) , having (..has) , attributing , identifying .	Carrier attribute identified , identifier , token , and value .
2. Mental processes /Perception/ Affection/ Cognition	Sensing , seeing , feeling , thinking	Senser and phenomenon

3. Behavioral a. Physiological b. Psychological	Behaving Breathing Smiling	Behaver
4. Verbal processes	Saying	Sayer , receiver (target)
5. Existential	Existing	Existent

Table (3.1) : Processes of Transitivity

Accordingly, this study is proceeded through MCDA in adopting Fairclough's (1992, 1995, 2001) theoretical framework which relays on Halliday's (1985, 1994, 2004) SFL tactics to test the linguistic features. Respectively, the researcher will adopt this model with verbal analysis.

6.4 The Analysis of Brochure " JOIN US IN ENDING CHILD MARRIAGE"

Child marriage robs girls of their childhood, denies them the chance to determine their own future and poses grave threats to their health, with inter-generational consequences for children, families and communities. Ending child marriage is essential to enable millions of adolescent girls the opportunity for a better life and to

The point of the blue color of the title of the brochure is used to be convenient to pick up, carry, and convince viewers to take an action. Also, in the domain of typography, we may find the use of bold fonts in the title of the brochure is relevant to whole brochure image. As such, using the capital letters will enhance the attraction of the viewers or readers, though it is simple enough for a title, yet it is powerful enough to show sympathy with the image of the brochure.

Respectively, the title of this brochure **"Join Us in Ending Child Marriage"** which begins with the subject of a clause and classifies an essential participant in the event or state pronounced by the predicate imperative verb. Contingent on the imperative verb **"i.e. join",** the subject recognizes who does something; who or what has assured property. So, the implicit subject **"you"** is highlighted in using the verb **"join"** in the Middle-East and Africa as to end child marriage in such countries .

A various accordingly, the ideational meta-function in the text of this image consists of a relational process which assigns the Carrier **"i.e. girl"** with an Attribute **"Child Marriage"** containing the value which is the nominal groups **"robs girls of their childhood, denies them the chance to determine their own future and poses grave threats to their health, with inter-generational consequences for children, families and communities"** in this **clause "Child marriage robs girls of their childhood, denies them the chance to determine their own future and poses grave**

threats to their health, with inter-generational consequences for children, families and communities ''. The most valued mentioning is that how attributes are showed in brochure's figures.

Though attributes and figures not equal, both of them are present in a consistent meta-functions in image & language modes. Thus, clause offers a sample of relational process produces, that is indicated by applying simple present verbs **"robs", "denies",** and **"poses".** The simple present verbs explain that **"Child Marriage"** is regarded as **"something that robs girls of their childhood, denies them the chance to determine their own future and poses grave threats to their health, with inter-generational consequences for children, families and communities".**

The clause of **"Ending child marriage is essential to enable millions of adolescent girls the opportunity for a better life and to realize their full potential, while improving maternal and child health worldwide"** may cover that the producers of relational-attributive practice, as finite verb **"is"** indicates this. Thus, finite also elucidates that child marriage became one of the important issues for adolescent girl to give them the opportunity for a better life. Actually, this brochure presented a view of innocent adolescent. Also, it can be seen that processes are comprehended by various verbs .

By tradition, verbs are termed as 'doing words' also the overhead brochure specifies them as being and having state rather than just doing words. This investigation observed five practices namely relational, behavioral, existential, material and verbal. .

The scholar considers the material process as a dominant one in brochure. Hence, the relational practice can be acknowledged as dominant method due to the indication of doing procedure. Thus, the material process performs a role impact people to escape child marriage. This **clause "Child marriage robs girls of their childhood, denies them the chance to determine their own future and poses grave threats to their health, with inter-generational consequences for children, families and**

communities" displays the material process which could be perceived from the verbs **"poses", "denies"** and **"robs".** This further means that material process makes process of doing. The verbs **"robs", "denies",** and **"poses"** explain that these children should be protected from this harmful practice by their societies .

Also, in this clause **"Ending child marriage is essential to enable millions of adolescent girls the opportunity for a better life and to realize their full potential, while improving maternal and child health worldwide",** the material process can be seen from the finite verb **"is".** This means that the process of material makes process of doing by utilizing the verb **"is"** which expresses that people should get rid of doing such practices.

Furthermore, the clause **of "denies them the chance to determine their own future and poses grave threats to their health"** in the example above demonstrates existential process. It can be observed from the adverb **"future".** This word demonstrates the existential process. This clause enlightens that there is a chance to avoid child marriage which may be denied their future.

On the other hand, by interpersonal meta-function, the text is constructed by the indicative declarative moods and it contains of the possessive pronouns or possessive adjectives functioning as part of a predicate noun phrase as in **"their"** for 4 times in the clauses **" Child marriage robs girls of their childhood, denies them the chance to determine their own future and poses grave threats to their health, with inter-generational consequences for children, families and communities"** and **"Ending child marriage is essential to enable millions of adolescent girls the opportunity for a better life and to realize their full potential, while improving maternal and child health worldwide"** and personal pronoun functioning as object pronoun **"them"** as in

the clause **" Child marriage robs girls of their childhood, denies them the chance to determine their own future and poses grave threats to their health, with inter-generational consequences for children, families and communities",** in addition to the conjunctive item **"and"** used for 4 times and **"with"** in the clauses **of "denies them the chance to determine their own future and poses grave threats to their health, with inter-generational consequences for children, families and communities"** and **" a better life and to realize their full potential, while improving maternal and child health worldwide ."**

Afterwards, simple present tenses are considered dominant due to the fact that it defines any state or action in present time & also used to explain that things occur frequently or all times. This tense can be identified by verbs **(is, are, am)** or as the verb in **"robs", "denies", Poses",** and **"is" which** is found in the clause **" Child marriage robs girls of their childhood, denies them the chance to determine their own future and poses grave threats to their health "** and **" Ending child marriage is essential to enable millions of adolescent girls the opportunity for a better life ."**

Furthermore, the verb to be when it is used as a linking verb as in: **"to determine"** in the clause **" denies them the chance to determine their own future and poses grave threats to their health "** and the verb **"to enable "** in the clause **" Ending child marriage is essential to enable millions of adolescent girls the opportunity for a better life ."**

Consequently, sub-modes in the description phase and as we mentioned before that multimodality is a comeback to trials that linguistic description is enduring due to the alterations in the way texts are planned. It should be said that the usage of behavioral process in such method make us wonder about the elements which work when we create meaning & how we express those in conversations.

The multimodal methodology delivers the tools to inspect texts by breaking them into their basic components as well as by acknowledging how these work collectively to A facial expression create a meaning, like in the brochure, the facial expression of girl. resembling a strained, or forced smile, as we can interpret in this brochure that smile that she fakes so that the people who truly love her and care about her aren't hurt to see her sad. They will figure it out anyway as they know her truly, but it is that curve of maturity that she shows to them by holding onto her tears to herself and faking a smile so that they don't feel sad/guilty.

According to lexico-semantics' relationship, we may find antonymous relation between the term smile which is interpreted as happiness, yet it is truly sadness. Often little pain can cause tears to our eyes as if you require to weep. This can occasionally be tough to tell if someone is crying

/laughing if they do it properly, as it can be seen in this photo and to feel differently about a situation in favor of better understanding.

The brochure includes a photo of a girl with a cohesive background style in which it inserts a timeline to show the history of photo and using a contrasting color (black and white) to highlight important information and creating vivid character. It almost fades into the background because it fits the theme so well. But it also adds some extra context for readers and makes the brochure feel complete. After that the backgrounds are a sometimes unnoticed part of brochures, giving consideration to the background &the impact this implies to end child marriage's arrangement will aid to make visually powerful images.

It's astonishing how only fluctuating the location or moving the subject a little to the left can wholly transform the background, thus, the resulting composition of brochure as

well. This is bright, simple and diversified collectively whatever background might be? This is certainly planned. Hence, avoiding the details in the background, & using them efficiently, so through this way, this brochure goes towards applying this ideology as to identify creating powerful and visually rich compositions for ending child marriage.

Furthermore, the ratio of the transitivity processes in this selected brochure **" Join Us in Ending Child Marriage "** is (28.8%) in which the relational process manifests the highest rate of frequency (36,3%), in which the declarative mood manifests the highest rate (33.3%) and , the total percentage is (22.7%) in which the indicative mood took the ratio (20%).In addition, the personal pronouns (1st, 2nd, 3rd) show the ratio (71.4%) .

As for the conjunctive items in this brochure " Join Us in Ending Child Marriage", is (17.14%) . Hence, the total percentage of the sentence moods in the selected brochure including three types (indicative, declarative, imperative).So, the total percentage of these moods in "Join Us in Ending Child Marriage ", the total percentage is (22.7%) in which the indicative mood took the ratio (20%).

7. Conclusions

1. The paper discussed the linguistic devices in the selected UNICEF **"Join Us in Ending Child Marriage"** which is conducted through MCDA for exploring the impact of image and text in the favorable brochure which is considered as the most important type of media.

2. It is indicated that the brochure selected involves different linguistic devices such as the title (heading) used in the capital letters for enhancing the attraction of the readers since it starts with an imperative verb (Join) which highlights to end child marriage in such countries .

3. The interpersonal meta-function, the text is constructed by the indicative declarative mood and it contains the pronoun " we" and " us" for referring to the people who can create change concerning child marriage issue such as NGOs, societies, families , governments…etc.

4. The brochure presents ideologies including directing the societies towards the issue of child marriage, attempting to find solutions to solve such recently increasing problem, setting laws to rise the age of marriage, protecting children rights.

5. The use of the cohesive devices is very clear and basically the use of the conjunction "and", "which", "with", "as" referring to the consequences of child marriage in the future, and all the selected texts are logical and coherent.

6. It shows (17.14%) in this selected brochure**" Join Us in Ending Child Marriage".** Furthermore, the personal pronouns (1st, 2nd, 3rd) in the selected brochure show the ratio (71.4%) in "Join Us in Ending Child Marriage ".

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